

1.2 Scope of Services

Project Description

- **Develop public service announcements, including one television spot (20 Beta Dubs for each safety issue, 120 total), and one flat (newspaper/print) advertisement (100 print ads for each safety issue, 600 total), for each of the following highway safety issues: following too closely (tailgating); driver inattention; speeding; work zone safety; pedestrian safety; and motor carrier safety.**
- Based on DOTD crash report driven research available from the DOTD Project Manager, the Consultant will spend \$500,000 on placement of television and print public service announcements in the highest areas of crash rates.
- Purchase advertising based on a media buy plan proposed by the Consultant and approved by the DOTD Project Manager.
- Verify media placements by submitting affidavits of performance and payment of vendor invoices.
- Manage all details of payment of media by furnishing to DOTD billing, accounting, and affidavits of performance for all media placed.
- Attend regularly scheduled meetings in Baton Rouge, Louisiana.

Scope of Work

- Create television and print public service announcements based on DOTD selected highway safety issues.
- Based on DOTD crash report driven research provided by the DOTD Project Manager, develop a media strategy, media buy plan, and airtime schedule. The Consultant should show examples of their past media strategies and buy plans as proof of their negotiation abilities in their proposal.
- Attend related media campaign functions as planned by DOTD
- Upon completion of the campaign, compile a summary report on the media aired during each campaign to include; quantity, cost, outreach, donated air time, and other related market information.

Insurance

Insurance shall be placed with insurers with an A.M. Best's rating of no less than A-:VI. This rating requirement shall be waived for Worker's Compensation coverage only.

Consultant's Insurance: The Consultant shall not commence work under this Contract until he has obtained all insurance required herein. Certificates of Insurance, fully executed by officers of the Insurance Company written or countersigned by an authorized Louisiana state agency, shall be filed with the State of Louisiana for approval. The Consultant shall not allow any Sub-Consultant to commence work on his subcontract until all similar insurance required for the Sub-Consultant has been obtained and

approved. If so requested, the Consultant shall also submit copies of insurance policies for inspection and approval of the State of Louisiana before work is commenced. Said policies shall not hereafter be canceled, permitted to expire, or be changed without thirty (30) days notice in advance to the State of Louisiana and consented to by the State of Louisiana in writing and the policies shall so provide.

Compensation Insurance: Before any work is commenced, the Consultant shall maintain during the life of the Contract, Workers' Compensation Insurance for all of the Consultant's employees employed at the site of the project. In case any work is sublet, the Consultant shall require the Sub-Consultant similarly to provide Workers' Compensation Insurance for all the latter's employees, unless such employees are covered by the protection afforded by the Consultant. In case any class of employees engaged in work under the Contract at the site of the project is not protected under the Workers' Compensation Statute, the Consultant shall provide for any such employees, and shall further provide or cause any and all Sub-Consultants to provide Employer's Liability Insurance for the protection of such employees not protected by the Workers' Compensation Statute.

Commercial General Liability Insurance: The Consultant shall maintain during the life of the Contract such Commercial General Liability Insurance which shall protect him, the DOTD, and any Sub-Consultant during the performance of work covered by the Contract from claims or damages for personal injury, including accidental death, as well as for claims for property damages, which may arise from operations under the Contract, whether such operations be by himself or by a Sub-Consultant, or by anyone directly or indirectly employed by either or them, or in such a manner as to impose liability to the DOTD. Such insurance shall name the DOTD as additional insured for claims arising from or as the result of the operations of the Contactor or his Sub-Consultants. In the absence of specific regulations, the amount of coverage shall be as follows: Commercial General Liability Insurance, including bodily injury, property damage and contractual liability, with combined single limits of \$1,000,000.

Insurance Covering Special Hazards: Special hazards as determined by the DOTD shall be covered by rider or riders in the Commercial General Liability Insurance Policy or policies herein elsewhere required to be furnished by the Consultant, or by separate policies of insurance in the amounts as defined in any Special Conditions of the Contract included therewith.

Licensed and Non-Licensed Motor Vehicles: The Consultant shall maintain during the life of the Contract, Automobile Liability Insurance in an amount not less than combined single limits of \$1,000,000 per occurrence for bodily injury/property damage. Such insurance shall cover the use of any non-licensed motor vehicles engaged in operations within the terms of the Contract on the site of the work to be performed there under, unless such coverage is included in insurance elsewhere specified.

Sub-Consultant's Insurance: The Prime-Consultant may require that any and all Sub-Consultants, which are not protected under the Consultant's own insurance policies, take

and maintain insurance of the same nature and in the same amounts as required of the Consultant.